Applicant: Stephen R. Basco et al.

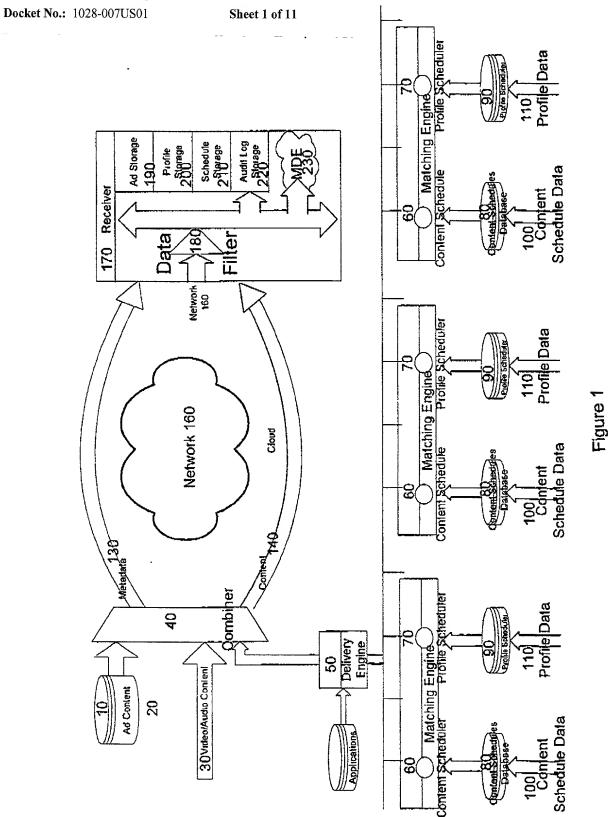
Title: METHOD AND SYSTEM FOR TARGETED CONTENT PRESENTATION IN A COMMUNICATIONS NETWORK

Attorney/Agent: K

Kent J. Sieffert

Reg. No. 41,312

Telephone: 651.735.1100



Title: METHOD AND SYSTEM FOR TARGETED CONTENT

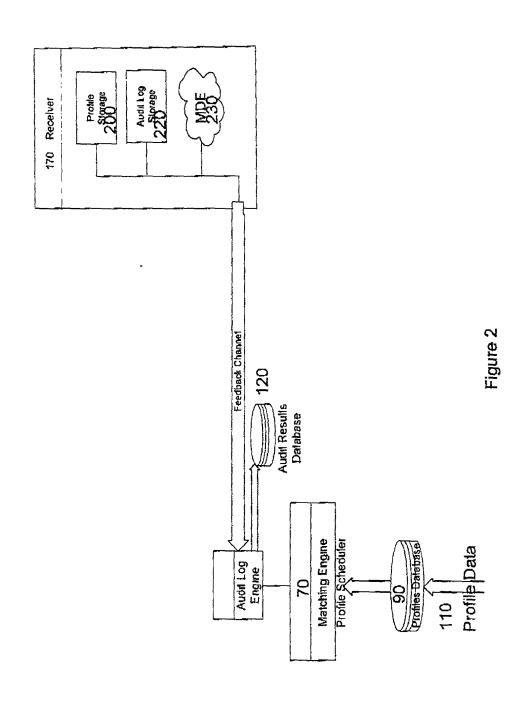
PRESENTATION IN A COMMUNICATIONS NETWORK

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Applicant: Stephen R. Basco et al.

Title: METHOD AND SYSTEM FOR TARGETED CONTENT PRESENTATION IN A COMMUNICATIONS NETWORK

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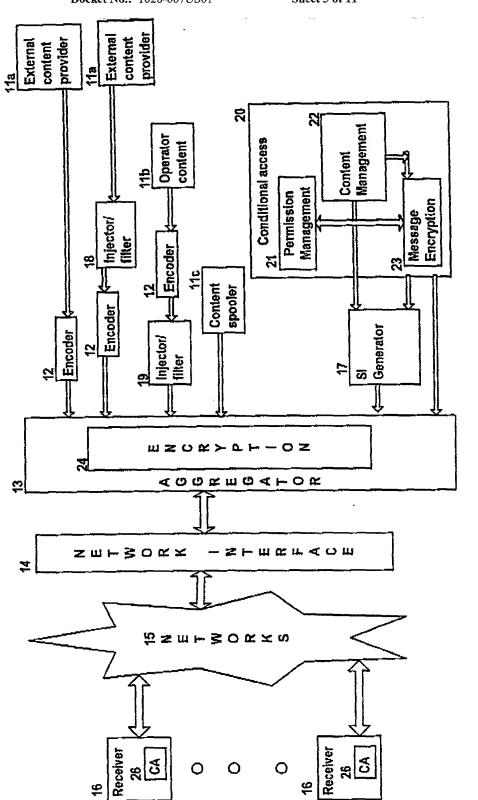


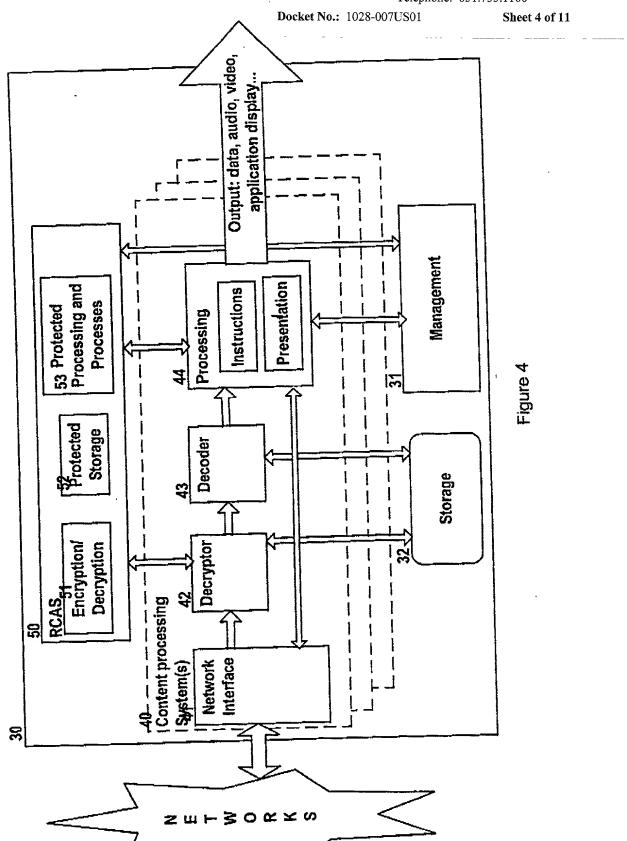
Figure 3

Title: METHOD AND SYSTEM FOR TARGETED CONTENT PRESENTATION IN A COMMUNICATIONS NETWORK

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Applicant: Stephen R. Basco et al.

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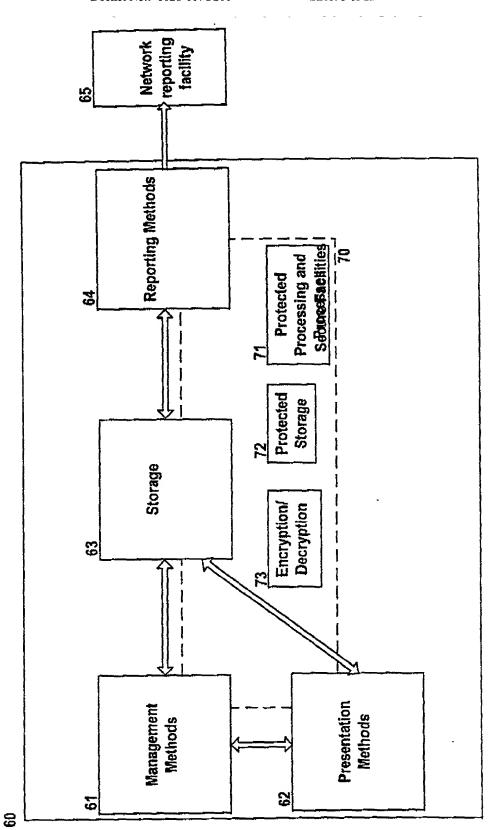


Figure 5

Title: METHOD AND SYSTEM FOR TARGETED CONTENT PRESENTATION IN A COMMUNICATIONS NETWORK

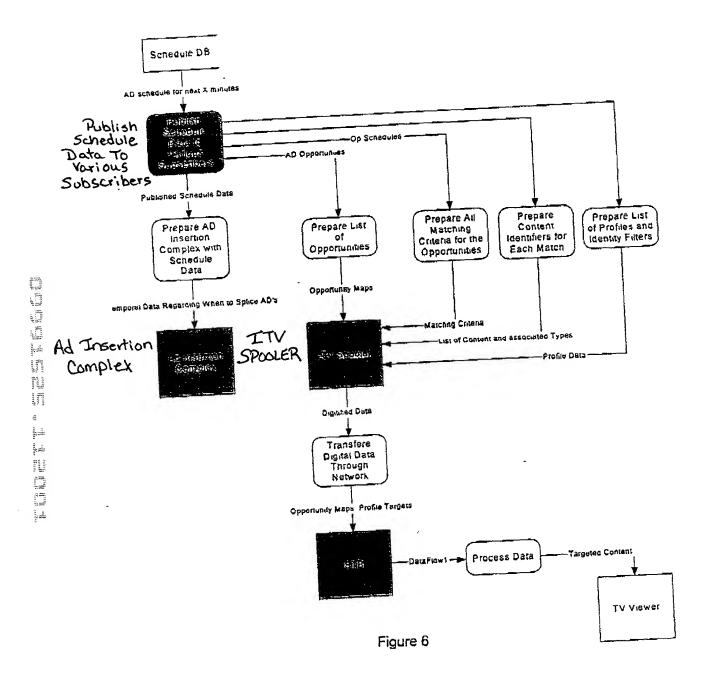
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Title: METHOD AND SYSTEM FOR TARGETED CONTENT PRESENTATION IN A COMMUNICATIONS NETWORK

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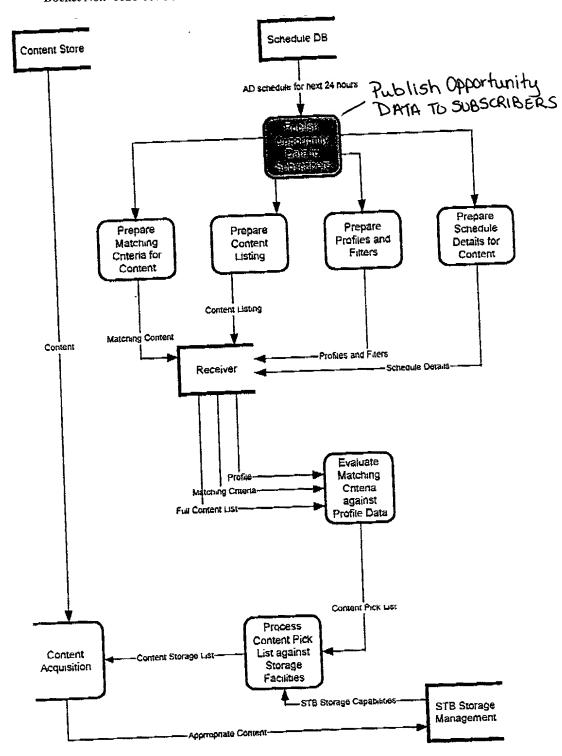


Figure 7

Title: METHOD AND SYSTEM FOR TARGETED CONTENT PRESENTATION IN A COMMUNICATIONS NETWORK

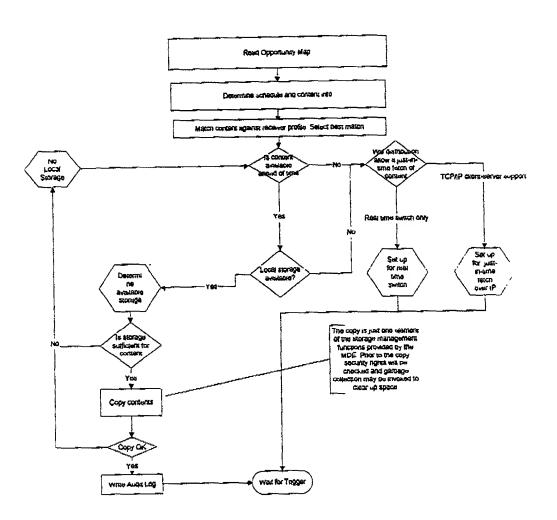
Attorney/Agent:

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MDE: content acquisition flow

Figure 8

Title: METHOD AND SYSTEM FOR TARGETED CONTENT PRESENTATION IN A COMMUNICATIONS NETWORK

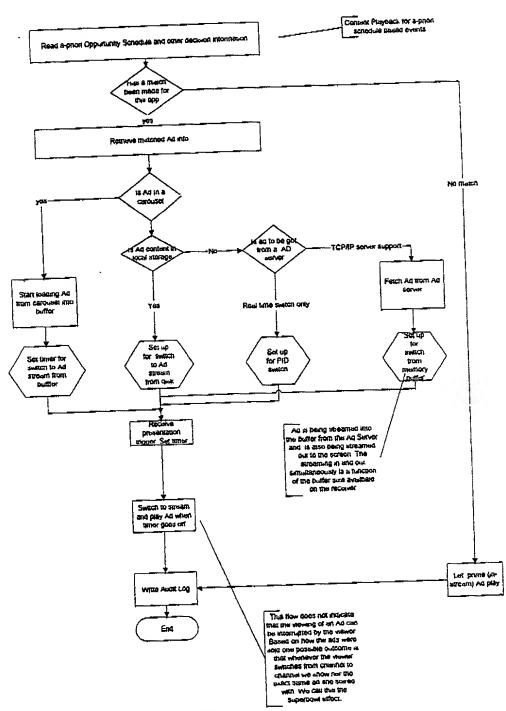
Attorney/Agent:

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MDE: Content playback for a-priori schedule

Figure 9

Title: METHOD AND SYSTEM FOR TARGETED CONTENT PRESENTATION IN A COMMUNICATIONS NETWORK

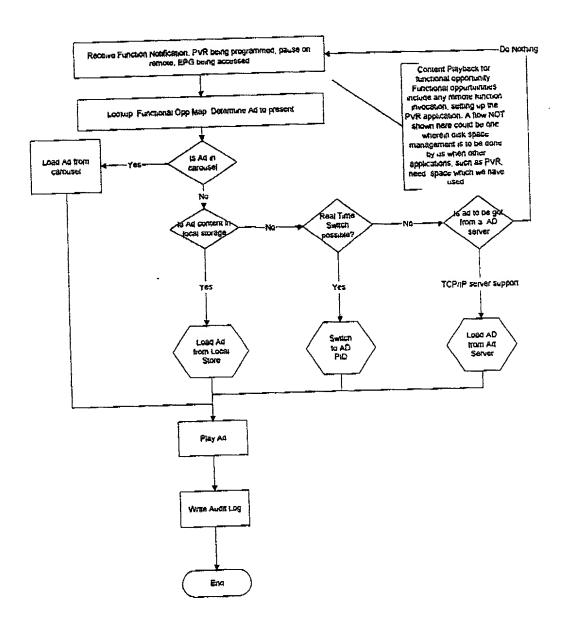
Attorney/Agent: Kent J. Sieffert

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MDE: Content playback for function based opportunities

Figure 10

Title: METHOD AND SYSTEM FOR TARGETED CONTENT PRESENTATION IN A COMMUNICATIONS NETWORK

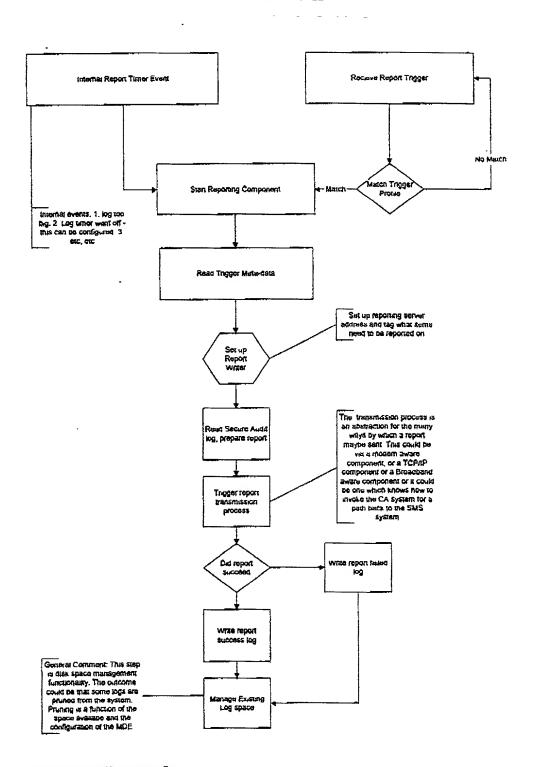
Attorney/Agent:

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MDE: Report/Feedback flow.

Figure 11